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Automotive News

NOVEMBER 25, 1991

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NEWSPAPER

GM nears deal with China

Plan calls for production of 60,000 S-class trucks

STEPHEN VINES
Staff Correspondent

HONG KONG — General Motors is "close" to an agreement to start producing 60,000 light trucks a year at a joint-venture plant in China, a senior official disclosed last week.

If completed, the deal would be GM's first in China, and the first Western investment there in a light commercial-vehicle plant.

"We think we're getting pretty close to a deal," Ronald Gilchrist, executive vice president of General Motors Overseas Corp., said in Hong Kong. "We are in the final stages of negotiation."

According to Gilchrist, GM is negotiating with Jinbei Motor Co. in Shenyang, a relatively remote city near China's far eastern border with Korea. Jinbei now produces about 20,000 light-duty trucks a year from kits under license to Japan's Toyota Motor Corp. and Mitsubishi Motors Corp.

Gilchrist would not disclose the size of GM's planned investment, nor financing plans for the venture. One of the obstacles faced by joint-venture companies in China is how to convert locally produced profits into hard currency.

But he said the U.S. automaker planned to take about one-third of the equity in the new joint venture company. GM also will send its own personnel to Shenyang and provide training and technology transfers, he said.

see GM CHINA, 46

late news

Prior leaves Yugo . . . again

NEW YORK — Co-founder William E. Prior has resigned from his second hitch at Yugo America Inc., claiming a lack of support from the Yugoslavian parent companies.

"This is in no way a no-confidence vote on my part for the company or for the marketing and business plan," Prior said. "It's more on a personal account."

Prior quit as chief operating officer effective Nov. 8, but was still on board last week, handing the company over to Ilia Pavlovic, a Yugo America board member. Yugo is owned by manufacturer Zavodi Crvena Zastava and Genex, a trading conglomerate.

Prior returned to Yugo America last April, after being ousted 2½ years earlier by investors who bought out co-founder Malcolm Bricklin. Three months later, Yugo filed for Chapter 11 bankruptcy, and Zastava took control.

Sales have improved since May, but 10-month sales totaled 2,461, down 56.1 percent from last year.

— Jim Henry

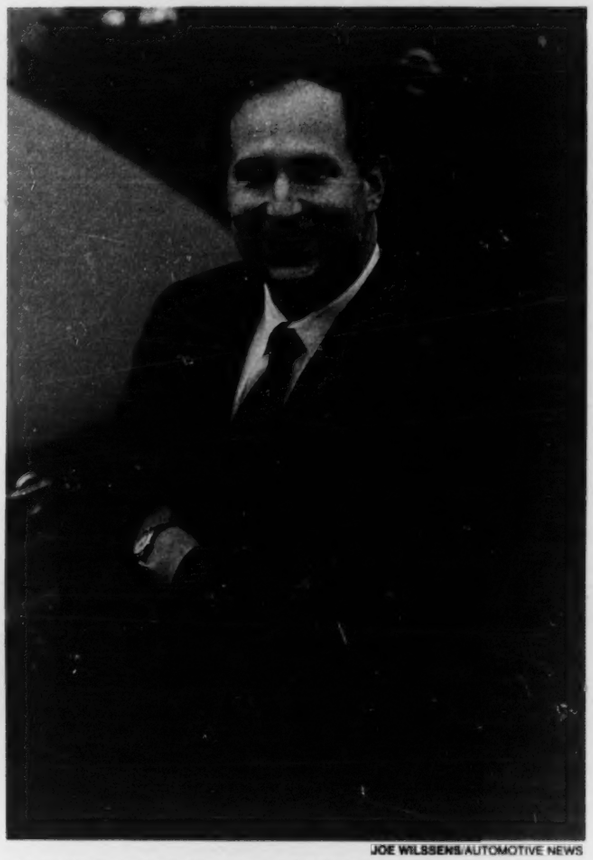
Headquarters for U.S. Toyota?

NEW YORK — Toyota Motor Corp. could someday unite all its U.S. operations — manufacturing, design, technical, financial and corporate — in a single, U.S.-based organization.

And it wouldn't necessarily have its headquarters in California, where Toyota Motor Sales U.S.A. Inc. is currently based.

"Some people think we should put it in California,

see LATE NEWS, 2



JOE WILSSENS/AUTOMOTIVE NEWS

"We're strong in the skinny parts of the market and weak in the fat parts," says Earl Hesterberg, Nissan Division's new U.S. boss.

U.S. parts makers voice skepticism about Japan's increased purchases

RICHARD JOHNSON
Staff Reporter

TOKYO — The announced plans of Japanese automakers to double their total parts purchases in the United States by 1994-95 mask several important deficiencies behind the large numbers, according to analysts and U.S. component suppliers in Tokyo.

In recent days, the six major Japanese carmakers have announced U.S. parts purchase goals for the 1994 fiscal year of $16.78 billion, a target that includes both buying for transplants and imports to Japan.

The six are Toyota, Nissan, Honda, Mazda, Mitsubishi and Fuji Heavy Industries (Subaru).

That compares with stated spending of $8.66 billion by those six companies in the 1990 fiscal year that ended last March, a year in which they sold more than $40 billion worth of new cars and trucks in the United States.

American parts manufacturers here and in the United States say the Japanese-government-orchestrated plan will not significantly increase imports of U.S. components to Japan, thus doing little to narrow the $10.5 billion U.S. auto parts deficit with Japan.

At the same time, they say, it is unlikely that all of the increased spending by Japan's transplants in the United States will go to wholly owned American companies, if only because of the time it normally takes to bring a new supplier into a production cycle.

The carmakers' spending plans do not break out how much of the

see PARTS, 46

Nissan lines up 'musts' for comeback

Sedans, quality, dealers top the list

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — When it asked 4,543 U.S. consumers to compare Japanese brands last winter, Nissan Motor Corp. in U.S.A. found few surprises.

Toyota topped the "dependable" list.

Honda had the best quality and resale value.

Nissan, consumers said, was known for being fast.

That Nissan had an image at all might have provided some comfort at the company's U.S. headquarters. For much of the past decade, Nissan has struggled to make its name known after dropping the Datsun badge in 1982.

But the reputation as a performance brand is also weighing Nissan down as it tries to regain its stride in the United States. Speed simply has too limited an appeal for a division seeking to broaden its following in the sales mainstream.

"We're strong in the skinny parts of the market and weak in the fat parts," sums up 37-year-old Earl Hesterberg, Nissan Division's new head.

His boss in Japan, Nissan Motor Co. Ltd. President Yutaka Kume, describes the U.S. division as being on a "landing between two flights of stairs."

The next flight, in Nissan's view, will boost the make closer to the top of a U.S. import industry now led by Honda and Toyota. The company says Nissan will be known more for quality and sedans than for performance and coupes. And its U.S. dealers, like those at its sister division, Infiniti, will rank among the industry's leaders in pleasing customers.

The challenge is a heady one for Hesterberg, who took over as company vice president and division general manager on Oct. 1. He joined Nissan from Ford Motor Co. in 1982 and has been Infiniti's No. 2 man for 18 months.

His plate for the first year will be full. Two critical products, the new Quest minivan and a replacement for the Stanza, arrive next summer.

In the meantime, Nissan is trying to restructure the way its

see NISSAN, 45

Chrysler's a winner with Gold Key Plus

Lease-buy program cuts trading cycle

MARY CONNELLY
Staff Reporter

SOUTHFIELD, Mich. — An owner of a 1988 Jeep Cherokee stopped to shop recently at Dick Bournival's Jeep-Eagle dealership in Portsmouth, N.H. When the customer left, he was driving a 1992 Jeep Cherokee Laredo for $247 a month for two years and had pocketed a $5,000 check.

The customer was satisfied, and Bournival was exultant.

"I've died and gone to car dealer heaven," Bournival exclaimed. "Now I have a customer who needs a car in two years and I have a 30,000-mile Cherokee to trade. I'm shooting fish in a barrel."

Chrysler Corp.'s Gold Key Plus financing program is the reason for Bournival's enthusiasm.

Gold Key Plus is a heavily advertised program that offers the lower monthly payments of leasing but allows customers to retain the vehicle title. Its greater-than-anticipated market success has startled dealers and Chrysler executives since it began Oct. 1.

Under the program, customers make a minimum down payment of 5 percent, and Chrysler sets a residual value for the end of a 24-to-48-month contract cycle.

"A true test of the program was the credit approval ratio," says Roger Meline, Chrysler Credit vice president. "The approval ratio through Nov. 15 is 85 percent."

At the end of the Gold Key Plus contract the consumer can: return the vehicle, refinance it for the same monthly payment, pay off the fixed value and keep it or sell it and pay off the fixed value amount.

see GOLD KEY, 45

inside Automotive News

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Ford sells more trucks, but Chevy registers more. PAGE 6

'MACK TRUCKS WII L STAY'
Company chief emphatically defends its future. PAGE 16

EUROPEAN SALES OFF
The 17-nation market fell 7 percent in October. PAGE 27

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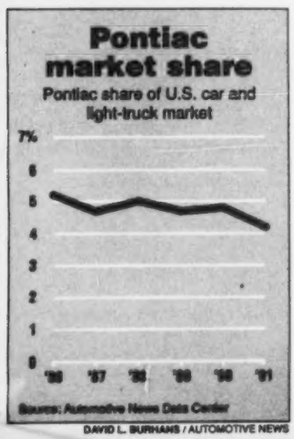
Editorial & Business Offices . (313) 446-6000

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in May at 1400 Woodbridge, Detroit, MI 48207-3187. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207-3185.

corrections

A Nov. 4 chart on Pontiac market share was based on incorrect figures, overemphasizing a decline. The correct chart follows:



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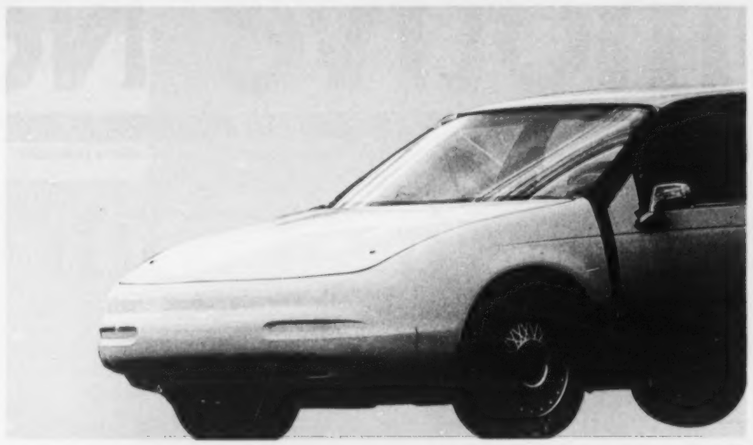


KQB

Hotter Taurus

The front end design on this Taurus test mule shows styling changes being considered for the 1995 model year. Engine compartment temperatures would rise, as the front end is nearly enclosed. Air is provided by a wide, narrow scoop under the bumper. Ford Motor Co. has been telling suppliers to upgrade temperature resistance of future engine compartment materials. According to one source, the automaker expects compartment temperatures to run 25 degrees Fahrenheit higher in some of its mid-1990s vehicles. What isn't clear from this photo is where the head lamps and parking lamps would be placed.

latenews

CONTINUED *from* PAGE 1

some say New York, and some say in the Midwest — maybe someplace like Lexington," said Kenichi Kato, a Toyota managing director who was here for meetings with financial analysts last week.

Toyota's Lexington, Ky., assembly plant is presently doubling in size.

Company officials earlier acknowledged Toyota might establish a single U.S. headquarters for manufacturing, but Kato confirmed Toyota is thinking about a more thorough U.S. consolidation.

— Jim Henry

Curry successor under debate

WASHINGTON — Two names have surfaced as potential successors to Jerry Curry at the National Highway Traffic Safety Administration.

They are Kate Moore, currently assistant secretary for budget and programs at the Department of Transportation, and Edward Emmett, a member of the U.S. Interstate Commerce Commission since 1989.

Curry, who has run NHTSA since 1989, was nominated by President Bush Friday to take the top job at the Federal Aviation Administration. FAA Administrator James Busey was earlier nominated to be deputy secretary of the Department of Transportation.

— Max Gates

Montero priced below Explorer

CYPRESS, Calif. — Mitsubishi Motor Sales of America Inc. has priced its new Montero four-wheel-drive four-door sport-utility below the industry-leading Ford Explorer.

The 1992 Monteros, now being delivered to dealers, start at $17,929 for the base version. The RS is $19,599. Automatic transmission is available on each for about $800. The Montero SR is $22,429, and the LS is $23,019. Automatic transmission is standard on both.

Prices of 4wd four-door Explorers range from $18,805 to $23,553. Automatic transmission is $890 extra.

Mazda profits plummet 60.6%

TOKYO — Battered by sales declines in the United States and Japan, Mazda Motor Corp.'s net profits plunged 60.6 percent in the six-month period ending Sept. 30.

Mazda blamed lower profits in the first half of the current fiscal year on weak passenger-car markets, rising labor and material costs and the strengthening of the yen.

Sales in Japan were off 10.4 percent to 279,028 units. Overseas sales were off 2.2 percent to 409,923.

Mazda has lowered its unit sales forecast for the fiscal year to 1.44 million units, 1 percent lower than an earlier estimate, although it expects revenues to increase.

Net profits fell to 4.26 billion yen ($32.8 million) during the first half, down from 10.8 billion yen ($83 million) in the same period last year. Operating income was off 49.4 percent to 11.04 billion yen ($84.5 million).

For its full year through March 1992, Mazda forecasts net profits of 13 billion yen ($100 million), a decline of 51.9 percent.

— Richard Johnson

Volvo loses $256.2 million

Volvo Cars said passenger-car operations for the first nine months of 1991 lost the equivalent of $256.2 million, nearly twice the loss for all of 1990.

Sales declined 13 percent in third quarter and were off 12 percent to $4.5 billion for nine months.

Volvo said in the first nine months, it delivered 238,100 cars, 16 percent fewer than last year.

— Diana T. Kurylko

Chrysler calls back workers

TOLEDO, Ohio — Laid-off workers at Chrysler Corp.'s Toledo assembly plant will be called back to fill about 850 hourly jobs added for production of the Jeep Wrangler and the right-hand-drive Jeep Cherokee.

Approximately 100 hourly workers will start at Toledo in February to prepare for Jeep Wrangler production with an additional 700 joining them in June. Production of a right-hand-drive Jeep Cherokee could create an additional 50 new jobs.

Production of the Jeep Wrangler in Brampton, Ontario, will end in April with that work force folding into the nearby Bramalea plant. The 1993 Dodge Intrepid, Eagle Vision and Chrysler Concorde sedans will be produced at Bramalea next summer.

Ford puts 5/50 on fuel pumps

DEARBORN, Mich. — Ford Motor Co. is voluntarily providing owners of 1988 and 1989 Tempo and Topaz vehicles with extended warranty coverage on the fuel pumps. The new coverage is five years/50,000 miles from the original warranty start date, or through Aug. 31, 1992, whichever provides greater coverage.

An internal seal on the fuel pump may wear prematurely. This could cause difficulty in restarting a warm engine or excessive fuel pump noise.

Owners who have had the fuel pumps repaired or replaced will be reimbursed.

briefly

A lift for Kia via Hyundai

Greg Warner, former top executive at **Hyundai Motor America,** is helping **Kia Motors Corp.** plan its 1993-94 entry into the U.S. market. Warner, who was on the original Hyundai team in the mid-1980s, says he is helping Kia draw up a business plan. Is he ready to lead a Korean importer again? On that question, Warner's lips are sealed.

HELPING DEALERS MANAGE — Ford Motor Credit Co. wants to do more to help **Ford** and **Lincoln-Mercury** dealers during these tough economic times. The credit company has published a new magazine called *Strategy*, with a goal to help dealers hone their management skills. Articles range from target marketing to renovation and expansion costs. Ford Credit spokesman Jim Bright says the magazine will be published annually or semiannually, depending on the response from dealers.

BRAND LOYALTY — When salespersons at Countryside Motors (Ford-Chrysler-Plymouth-Dodge) in Lawrenceburg, Ky., see Sherman Searcy coming, they know they are going to make a sale that day. The 84-year-old retired farmer is now driving his 14th car from that dealership — the 58th consecutive **Chrysler** he's purchased.

HALF THE REAL THING — William Kelly, president of **Saab Cars USA,** showed up for a soiree last week at **General Motors** offices in New York hosted by GM Chairman Robert Stempel. You may recall GM of Europe owns half of Kelly's parent company, Saab Automobiles AB. "I'm glad they invited me," Kelly said. "But every time they see this," he said, pointing to his lapel pin, "they only give me half a glass of Coke."

Kelly: glass is half empty

LUXURY LINER — U.S. **Mazda** dealers are still waiting for their ship to come in. Seems Typhoon Mireille slammed into two loading docks at the Hiroshima, Japan, port where Mazda was planning to load shipments of the new 929 luxury sedan. The nasty weather made the docks unusable and damaged 100 cars that were parked nearby waiting to be loaded onto U.S.-bound ships.

PLUGGED-IN SHOW — Electric cars are usually a vision of the future when they appear at auto shows, but at the Seattle International Auto Show, they were a product of the present. Steven Lough, a **GMC** dealer, persuaded the promoter to include electric vehicles this year. Ten converters and short-run makers brought their wares, and the exhibit was credited with pushing attendance up 20 percent over last year, to 152,909. The real coup: a converted Escort and a converted MG Midget were sold off the floor.

AC-CEN-TU-ATE THE POSITIVE — Range Rover of North America got tired of its dealers and salespersons getting depressed by doom-and-gloom news, so the company started *The Good News Letter*, a weekly internal publication where never is heard a discouraging word.

trucks

General Motors objected, but Daewoo Group's shipbuilding unit is making this Damas minivan, other trucks, and minicars.

Daewoo Shipbuilding adds minitrucks to line

OLES GADACZ
Staff Correspondent

SEOUL — South Korea's Daewoo Shipbuilding and Heavy Machinery Ltd., long accustomed to launching 300,000-ton supertankers from the world's biggest drydock, last week launched a new line of 1,300-pound minitrucks.

The new Damas and Labo truck models are powered by 796-cc gasoline engines. The Labo is a pickup truck version, and the Damas models are commercial and seven-passenger minivans. Vehicles will retail for the equivalent of $4,800 to $6,500, depending on configuration and equipment, Daewoo said.

The company, a unit of the huge Daewoo Group, last June introduced South Korea's first minicar, the Tico, based on the Suzuki Alto. To date, about 20,000 Tico vehicles have been sold, although annual capacity exists for 135,000.

"We expect the minivans and trucks will be quite popular with small retailers and distributors, as well as in Korea's many farming and fishing villages," said Choi Myung-Kul, Daewoo Corp. vice chairman. No exports are planned.

Daewoo will have the mini segment to itself until next June when Asia Motors Corp. introduces its own minitruck line, based on the Daihatusu HiJet.

Daewoo's minitruck output is expected to total 18,000 units this year, rising to full capacity of 105,000 by next year.

For Daewoo Group, the decision to enter the mini segment with a lineup produced by a shipbuilder is less a grand marketing experiment than it is a declaration of freedom.

The group already is involved in carmaking through Daewoo Motor Co., its 50-50 joint venture with General Motors that produces the Pontiac LeMans. With a capacity of 280,000 units a year, ranging from the LeMans through the luxury-class Royal line to heavy trucks and buses, the company is Korea's third biggest vehicle manufacturer.

But in 1989, Daewoo arrived at a watershed decision: the company would build a minicar independent of — and despite the objections of — its longtime U.S. partner.

Daewoo management has long been disenchanted with GM, especially over what it sees as the U.S. company's failure to push the LeMans harder in the United States. Touted as the "World Car" when it was introduced in 1986 in Korea, exports have been falling far short of projections.

One reason is erratic quality.

GM has steadfastly resisted Daewoo Motor's attempts to branch out into other lines, insisting that the venture first solve its production and quality problems.

Daewoo Group's chairman "is fed up with Daewoo Motor. He's trying to put new quality in place," said a U.S. executive whose components company supplies Daewoo Motor and Daewoo Shipbuilding.

"He is implementing a really different philosophy with Suzuki."

With Suzuki, Daewoo Group got a fresh start to relearn its lessons in automaking. Daewoo Shipbuilding was assigned to build the Tico under license to Suzuki.

Adopting Suzuki's philosophy, which stresses each employee's personal responsibility for efficiency and quality, a $700 million plant was quickly erected and completed in Changwon. Pilot production began in January 1991; by May, the first minicars were being delivered to customers.

Training and planning are key elements of the Suzuki method. By the time the new plant started up earlier this year, 1,400 of Daewoo's production workers had studied up to six months at Suzuki's Kosai and Iwata plants, said Yeo Dae-Won, operations and coordination manager.

The Labo pickup has a 796 cc engine.

"Management believes that if Suzuki does something, they do it for a reason and we should learn to do the same," he said.

Daewoo is convinced the investment in training is paying off. During a plant tour, the assembly line momentarily halted because of a snag, but all workers kept busy, cleaning their tools and tidying up.

"Productivity here is the highest among Korean auto plants," boasted Ham Young-Ki, production engineer and a veteran of Daewoo Motor.

International Editor James R. Crate contributed to this report.

Boss says Mack will stay

Someday engines may be imported

JIM HENRY
Staff Reporter

ALLENTOWN, Pa. — Mack Trucks boss Elios Pascual spent much of his year-end press conference last week denying rumors he said were spread by competitors. He repeatedly assured reporters that Mack's future is secure.

"I have seen battles among manufacturers, but I have never seen anything so unfair and so unethical as the things I have heard said about Mack," Pascual said.

Pascual emphatically denied that Mack would quit building its own engines because it supposedly couldn't meet stricter emissions standards for 1994.

"The truth is, Mack engines — not in 1994, not in 1993, and not in 1992, but today, right now, in our labs in Hagerstown (Md.) — Mack engines are meeting the 1994 standards," Pascual said. He stabbed the podium with a finger to punctuate his phrases.

But he did say that Mack's engine production is too small to be viable in the long run. He said the company may share a family of engines in the future with parent company Renault and its partner, AB Volvo — as long as all three brands are distinguishable from one another.

"People say, how can we justify being an engine manufacturer, only building fewer than 20,000 engines a year? Obviously, that doesn't make sense in the long term," Pascual said.

He said development costs for a new heavy-truck engine run about $700 million to $1 billion. Mack will build about 14,000 engines this year; volume of 70,000 to 100,000 is needed for efficiency, he said.

He said if Mack uses engines developed in Europe, the U.S. versions will have their own characteristics, and not be "just a Mack label on foreign engines."

Without revealing specifics, Pascual said Mack will introduce "new products" in the first quarter of 1992 and will show "new aggressiveness in sales" next year.

Pascual said Mack is losing about $50 million a quarter, and he said the company expects to show a loss for 1992. Mack lost $46.8 million in the third-quarter of 1990, Mack's last quarter as an independent company.

"It's like the bottle of wine that's either half empty or half full," Pascual said. "You can say, 'My God, how long can these poor French people afford to pay the bills for the losses?' Or, you can say, 'Thank God, they are strong enough to build a company for the 21st century in the United States.'

"We will support U.S. operations as long as necessary," he said.

The inside story: firm under fire

The employee newsletter at Mack Trucks Inc., *Macktivities*, provides a snapshot of an old-line company under fire, its new owner battling to keep internal communications open and healthy.

Some images:

- The work force is older.

Macktivities said Mack paid $3,839 in health benefits for each truck built in 1990, representing 23.5 percent of total payroll costs. Of 450 employees given early retirement since May, most had 20 years experience and some had more than 40.

- Rumors are troublesome.

The "Rumor Mill" section explained restructuring in the accounting department, relations between Volvo and Renault, and even a "threatening" phone call at a Mack facility in July that sparked a false rumor there had been a bomb threat.

- New programs are arriving.

There were explanations of items like FMECA (failure mode effect and criticality analysis) and the necessity for quality audits.

— Jim Henry

OCTOBER 1991 TRUCK SALES BY GVW

	Oct. 1991	Oct. 1990	10 mos. 1991	10 mos. 1990
Class 1-3	91,605	107,466	1,003,335	1,162,615
Class 4	1,233	1,679	16,928	22,961
Class 6	349	682	4,397	5,348
Class 7	1,216	1,847	16,220	23,011
Class 8	732	864	7,056	11,227
FORD	**95,135**	**112,538**	**1,047,936**	**1,225,162**
Class 6	8	0	20	0
Class 7	34	0	124	0
Class 8	2,092	1,731	18,655	19,730
FREIGHTLINER	**2,134**	**1,731**	**18,799**	**19,730**
Class 1-3	78,100	92,206	906,309	1,077,795
Class 4	135	3	1,460	3
Class 5	10	14	109	222
Class 6	169	1,280	2,387	7,241
Class 7	416	766	5,071	6,297
CHEVROLET	**78,830**	**94,269**	**915,336**	**1,091,558**
Class 1-3	22,732	26,262	238,909	278,974
Class 4	66	1	852	1
Class 5	60	22	338	1,931
Class 6	253	437	2,881	4,647
Class 7	947	1,192	11,254	12,415
GMC	**24,058**	**27,914**	**254,234**	**297,968**
Class 7	35	31	237	359
Class 8	1,045	1,019	9,551	12,245
KENWORTH	**1,080**	**1,050**	**9,788**	**12,604**
Class 6	43	59	424	969
Class 7	58	80	567	1,295
Class 8	897	1,003	8,694	12,545
MACK	**998**	**1,142**	**9,685**	**14,809**
Class 6	43	45	302	459
Class 7	49	159	633	1,041
MERCEDES-BENZ	**92**	**204**	**935**	**1,500**
Class 4	3	3	27	52
Class 5	1	9	25	103
Class 6	650	1,432	6,754	10,748
Class 7	2,510	3,431	26,357	26,676
Class 8	2,186	2,995	18,788	23,540
NAVISTAR	**5,350**	**7,870**	**51,951**	**61,119**
Class 7	6	19	192	322
Class 8	686	950	7,735	10,080
PETERBILT	**692**	**969**	**7,927**	**10,402**
Class 7	147	74	969	631
Class 8	1,139	1,159	3,563	11,725
VOLVO/GM HEAVY	**1,286**	**1,233**	**10,532**	**12,356**
Class 1-3	3	17	184	263
Class 4	15	0	54	0
Class 5	39	49	342	427
Class 6	43	52	464	563
Class 7	87	68	553	806
HINO	**187**	**186**	**1,597**	**2,059**
Class 1-3	70	63	560	578
Class 5	62	79	625	785
Class 6	85	35	467	437
Class 7	33	34	312	418
NISSAN DIESEL	**250**	**211**	**1,964**	**2,218**
Class 1-3	406	476	5,085	5,468
Class 4	162	45	990	554
Class 5	80	28	739	334
Class 6	56	93	673	1,701
Class 7	24	124	199	531
ISUZU TRUCK	**728**	**766**	**7,686**	**8,588**
Class 1-3	214	153	1,504	1,533
Class 5	43	47	537	543
Class 6	26	22	325	229
Class 7	16	43	270	445
MITSUBISHI FUSO	**299**	**265**	**2,636**	**2,750**
SCANIA Class 8	**4**	**11**	**45**	**89**
Class 1-3	0	154	908	1,363
Class 4	0	55	297	453
Class 5	0	23	149	214
Class 6	0	15	96	130
IVECO TRUCKS*	**0**	**247**	**1,450**	**2,160**
WESTERN STAR Class 8	**34**	**71**	**500**	**816**
Class 1-3	135,345	291,480	1,180,242	1,565,968
Class 6,7,8	33	35	370	531
OTHER TRUCKS	**135,378**	**291,515**	**1,180,612**	**1,566,499**
CLASS 1-3	**328,475**	**518,277**	**3,337,036**	**4,094,557**
CLASS 4	**1,614**	**1,786**	**20,608**	**24,024**
CLASS 5	**295**	**271**	**2,864**	**4,559**
CLASS 6	**1,725**	**4,152**	**19,190**	**32,472**
CLASS 7	**5,578**	**7,868**	**62,958**	**74,247**
CLASS 8	**8,848**	**9,838**	**80,957**	**102,528**
TOTAL TRUCKS	**346,535**	**542,192**	**3,523,613**	**4,332,387**

*1991 figures are Automotive News estimates. Source: Automotive News Data Center and MVMA

Flagging German demand pulls Europe sales lower

Total in 17 nations off 7% for October

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — European auto sales declined 7 percent in October from a year earlier as German demand continued to cool.

But 10-month sales were up 1.5 percent over 1990.

According to *Automotive News* estimates, sales in the 17 European countries slipped to 1.07 million in October, while year-to-date sales reached 11.8 million.

Sales in Germany declined 10 percent in October, to 301,000, the third consecutive year-to-year dip. For the 10 months, however, sales were still 39 percent ahead of the year-earlier period, at 3.73 million.

Analysts expect German sales to continue to drop for the next two months. They began turning downward in August after more than a year of record demand.

"We expect the final quarter of this year to show a 20 percent to 25 percent decline in Germany from a year ago," said Edmund Chew, who follows the industry for DRI Europe in Frankfurt.

"This time last year, we were in the middle of the upswing, now we're in the downswing."

The German buying boom was driven by demand from private buyers in the former East Germany and focused primarily on entry-level cars, Chew said.

"The German makers are stronger in the upper-half of the market, and the entry-level was taken by the importers," he said. "If sales go down, we should see the Germans doing better from a market-share standpoint."

In October, Italy was the only country to show a significant improvement in sales.

"It appears to be a worldwide drop-off in consumer confidence," said analyst John Lawson of Nomura Research in London.

"We should be worried about the final quarter. It got off to a bad start."

Sales in Italy, Europe's second largest market after Germany, were up 6.6 percent in October, to 195,800. But sales for the 10 months through October were off 2.5 percent from a year earlier, to 2 million.

France was down 12.8 percent in October, on sales of 193,300 units, and was off 13 percent for 10 months, to 1.70 million.

October sales in the United Kingdom plunged 22.5 percent, to 101,100, and were off 21.6 percent for the 10 months, to 1.43 million. Of the 17 countries tallied by *Automotive News*, only Sweden and Finland have suffered steeper drops than Britain this year on a percentage basis.

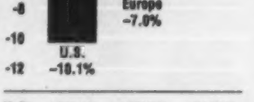
Volkswagen Group remained the leader in Europe with 10-month sales of 1.88 million cars, up 6 percent from last year.

But the group's sales fell 13 percent in October, to 164,400, because of model changeover for the bread-and-butter Golf 3.

Global tally

OCTOBER 1991

Chart compares change in unit sales for car and light-truck market to year-ago period.



Units	1,031,411	1,070,000	634,786*

* Includes minicars and minitrucks, which are not sold in U.S. or Europe

AUTOMOTIVE NEWS / MARTHA GRATTAN

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	10 months, 1991	Pct. change vs. 1990
Germany	3,727,700	+39.00
Italy	2,001,900	– 2.50
France	1,700,500	–13.00
United Kingdom	1,433,400	–21.60
Spain	743,900	–12.00
Netherlands	462,400	+ 0.15
Belgium-Luxembourg	450,500	– 1.50
Switzerland	271,400	– 0.50
Austria	268,400	+ 4.00
Portugal	188,700	+10.00
Sweden	155,300	–22.00
Greece	127,700	+33.00
Finland	82,000	–36.00
Denmark	74,800	+ 1.40
Ireland	64,300	–17.00
Norway	45,900	–14.00
Total	11,798,800	+ 1.50

EUROPEAN SALES BY MANUFACTURER

Manufacturer	10 months, 1991	1991 share[1]	10 months, 1990	Volume change (%) '91 vs. '90
Volkswagen	1,884,200	16.00	1,781,500	+ 6.00
Fiat Auto[2]	1,478,500	12.50	1,641,800	– 9.90
Ford[4]	1,424,700	12.20	1,346,500	+ 6.00
Jaguar	11,000	0.09	16,600	–33.00
General Motors[3]	1,398,500	11.80	1,341,800	+ 4.20
Peugeot S.A.[5]	1,383,200	11.70	1,497,000	– 7.00
Renault	1,177,800	10.00	1,131,500	+ 4.00
Mercedes-Benz	400,300	3.40	374,000	+ 7.00
Nissan	395,700	3.40	343,400	+15.00
BMW	353,000	3.00	315,000	+12.00
Toyota	323,200	2.70	320,000	+ 1.00
Rover	304,700	2.60	343,800	–11.30
Mazda	259,700	2.20	247,300	+ 5.00
Mitsubishi	175,200	1.50	154,900	+13.00
Volvo	171,200	1.50	204,700	–16.40
Honda	150,600	1.30	140,900	+ 7.00
Lada	92,600	0.80	90,500	+ 2.40
Suzuki	88,200	0.70	86,900	+ 1.60
Daihatsu	47,700	0.40	35,400	+35.00
Subaru	46,600	0.40	43,700	+ 7.00
Skoda	44,200	0.40	23,900	+85.00
Saab	43,970	0.40	49,500	–11.20
Isuzu (non-GM)	3,400	0.03	5,400	–36.00
Others	151,630	1.30	63,900	–36.00
Total	**11,798,800**	**100.00**	**11,627,400**	**+ 1.50**

1-doesn't total 100% because of rounding
2-Includes Alfa Romeo, Lancia
3-Opel; Vauxhall; GM-U.S., Canada; Isuzu; not Saab
4-Includes Jaguar
5-Peugeot, Citroen, Talbot

Similarly, General Motors sales plummeted 16.7 percent in October, to 119,400 units, as production of the all-new Opel/Vauxhall Astra was slowed by model changeover. Sales for the 10 months through October were up 3.7 percent, however.

Ford of Europe sales were down 5 percent in October, to 117,900, while sales at its Jaguar unit plummeted 28 percent.

For the 10 month-period, Ford sales were up 6 percent, to 1.42 million, but Jaguar was down 33.7 percent.

Because of the Astra startup, Ford lengthened its sales lead over GM to 26,200 units for the 10 months. A year ago, Ford was only 4,700 ahead of GM.

The Fiat Group maintained the No. 2 sales slot behind Volkswagen. Fiat slipped 1 percent in October. But for the 10-month period, Fiat sales were down 10 percent from a year earlier, to 1.48 million.

dealers

Balzekas Motors is golden

Balzekas Motor Sales Inc. (Chrysler-Plymouth) in Chicago has reached its 50th anniversary. Pictured, from left, are: Robert Balzekas; Stanley Balzekas Jr.; George Oswald, Chrysler Corp. field operation manager; and Carole Balzekas. The dealership was founded by Stanley Balzekas Sr., who died in 1987.

50 years with Ford

North Brothers Ford Inc. of Westland, Mich., has celebrated its 50th anniversary. Pictured, from left, are: Thomas C North, dealership business manager; Phil Noveli, Ford Division general sales manager; James North, dealership president, and J. Douglas North, dealership vice president and general manager.

BEGINNINGS

■ Two Mitsubishi dealerships have opened in New Hampshire. They are **Cantin Mitsubishi** in Laconia and **Portsmouth Mitsubishi** in Portsmouth.

CITIZENSHIP

■ **Bill Shicker,** president of McMahon Ford in St. Louis and president-elect of the Missouri Automobile Dealers Association, presented a $2,500 check to the St. Patrick Center in St. Louis. The check was presented on behalf of Ford Motor Co.'s community relations committee to help the center educate disadvantaged adults in nutrition, parenting, budgeting and housing.

MILESTONES

■ **Westway Ford-Isuzu** in Irving, Texas, marked its 10th anniversary. Construction is underway for a new Isuzu showroom and sales center.

ADVERTISING

■ Strong Automotive Merchandising took first place for best overall campaign for its client, the **North Alabama Chevrolet-Geo Dealers Association,** at the Chevrolet Bowtie-Geo Global Awards in Nashville, Tenn. Strong's clients include 27 Chevrolet dealer associations and 43 individual dealers. The agency is based in Birmingham, Ala.

— Compiled by Chris Eschenburg

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INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1991 models, expires Jan. 3)

Legend sedan	$2,500
Legend coupe	$3,000

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (1991 models; expires Dec. 31)

Audi 100	$3,500
Audi 200	$4,000
Other models (if dealer orders quota from Audi)	$1,500-5,000 per sale
Other models (if dealer does not order quota from Audi)	$750-3,500 per sale

CHRYSLER CORP. (expires Dec. 31)

Jeep Cherokee (1991)	$500
Jeep Cherokee (1992)	$750

GENERAL MOTORS

Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300

HYUNDAI (California only, 1991 models, expires Nov. 30)

Excel	$300
Sonata	$400
Scoupe	$500

Payment is for models purchased from Hyundai Motor America.

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (expires Dec. 31)

Rebates vary by region and apply to 1990-92 models.

Mirage	$500-1,000
Eclipse	0-$1,300
Galant	0-$1,750
Pickups	0-$1,200
Montero	0-$2,000

NISSAN (expires Jan. 3, unless otherwise noted)

1992 models	
Stanza	$1,000
Maxima GXE	$800
Sentra	$300
Pickups	$900
Pathfinder	$600
1991 models	
Stanza	$1,800
Maxima	$800
240SX	$600
Sentra	$300
Pathfinder	$1,400
Pickups	$1,200
300ZX (expires Feb. 2)	$2,500-3,500, quota

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (expires Jan. 3)

Legacy (1991)	$1,200-1,700, based on region

SUZUKI (expires Dec. 3)

Swift (1991)	$700-1,000
Swift (1992)	$400-700
Sidekick (1991)	$500-1,000
Sidekick (1992)	$300-700

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

TOYOTA (expires Jan. 3)

Camry (1991), Corolla (1991-92)	$500-700, quota
Base 4x2 pickup (1991-92)	$1,000-1,400, quota
Other pickups	$600-1,000, quota

VOLKSWAGEN (no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

VOLVO (1991 models; expires Dec. 31)

240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

calendar

AUTO SHOWS — '91

Nov. 27-Dec. 1 — Central Flordia International Auto Show, Orange County Convention/Civic Center, Orlando, Fla., (800) 345-1487 or (407)352-3420

Nov. 27-Dec. 1 — Long Beach International Auto Show, Long Beach Convention Center, Long Beach, Calif., (310) 301-9019

Nov. 27-Dec. 3 — San Francisco Auto Show, Moscone Center, San Francisco, (415) 673-2016

Dec. 26-31 — National Capital Area International Auto Show, Washington Convention Center, Washington, (617) 536-8152 or (301) 670-1110

Dec. 26-Jan. 1 — Indianapolis Auto Show, Hoosier Dome and Indianapolis Convention Center, Indianapolis, (317) 266-8455

AUTO SHOWS — '92

Jan. 4-12 — Philadelphia International Auto Show, Philadelphia Civic Center, Philadelphia, (800) 345-1487 or (215) 851-5075

Jan. 4-12 — Greater Los Angeles Auto Show, Los Angeles Convention Center, Los Angeles, (213) 444-5965 or (213) 851-5075

Jan. 9-12 — Auto Expo, Meadowlands Convention Center, Secaucus, N.J., (516) 368-8000

Jan. 9-19 — Montreal International Auto Show, Olympic Stadium, Montreal, (514) 331-6571

Jan. 10-12 — Greater Little Rock Auto Show, State House Convention Center, Little Rock, Ark., (501) 372-2596

Jan. 11-19 — North American International Auto Show, Cobo Center, Detroit, (313) 643-0250

Jan. 16-19 — Utah Auto Show, Salt Palace, Salt Lake City, (801) 484-8845

Jan. 17-26 — Pacific International Auto Show, B.C. Place Stadium, Vancouver, British Columbia, (604) 294-8330

Jan. 18-26 — Baltimore International Auto Show, Baltimore Convention Center and Festival Hall, Baltimore, (301) 261-1717

Jan. 22-26 — Fort Wayne Auto Show, Allen County Memorial Coliseum, Fort Wayne, Ind., (219) 486-0297

Jan. 25-Feb. 2 — Pennsylvania Auto Show, State Farm Show Complex, Harrisburg, Pa., (800) 345-1487 or (717) 652-4053

Jan. 25-Feb. 2 — Houston Auto Show, Astro Hall, Houston, (213) 444-5202 or (713) 980-3434

Jan. 28-Feb. 2 — Metro Portland International Auto Show, Portland Convention Center, Portland, Ore., (617) 536-8152 or (503) 233-5044

Jan. 29-Feb. 2 — Greater St. Louis International Auto Show, Cervantes Convention Center, St. Louis, (617) 536-8152 or (314) 822-0333

Jan. 30-Feb. 2 — Spokane International Auto Show, Spokane Convention Center, Spokane, Wash., (509) 326-6885

Jan. 31-Feb. 4 — Ottawa-Hull International Auto Show, Ottawa Congress Centre, Ottawa

Feb. 1-9 — Auto Show, Veterans Memorial, Columbus, Ohio, (614) 237-1903

Feb. 7-9 — York Auto Show, York Fairgrounds, York, Pa., (800) 345-1487

Feb. 8-16 — Greater Milwaukee Auto Show, Milwaukee Exposition & Convention Center & Arena, Milwaukee, (800) 345-1487 or (414) 259-6000

Feb. 8-16 — Chicago Auto Show, Chicago Automobile Trade Association, McCormick Place, Chicago, (708) 698-6630

Feb. 12-16 — Buffalo Auto Show, Buffalo Convention Center, Buffalo, N.Y., (716) 631-8510

Feb. 13-16 — Richmond International Auto Show, Richmond Centre, Richmond, Va., (804) 358-2277

Feb. 13-23 — Toronto International Auto Show, Metro Toronto Convention Center and Skydome, Toronto, (416) 940-2800

Feb. 15-23 — Orange County International Auto Show, Anaheim Stadium, Anaheim, Calif., (714) 547-7449

Feb. 19-23 — Greater Kansas City Auto Show, H. Roe Bartle Convention Center, Kansas City, Mo., (800) 248-1868

Feb. 19-23 — Pittsburgh Auto Show, David L. Lawrence Convention Center, Pittsburgh, (412) 373-8380

Feb. 19-23 — International Automobile and Motorcycle Show for Central and Eastern Europe, Organization Internationale des Constructeurs d'Automobiles of Paris, Vienna, Austria, (202) 659-4557

Feb. 20-23 - Carolinas International Auto Show, Charlotte Convention Center, Charlotte, N.C., (800) 345-1487

Feb. 22-March 1 — Greater Cleveland Auto Show, International Exposition (I-X) and Trade Center, Brook Park, Ohio, (216) 328-1500

Feb. 26-March 1 — Denver Auto Show, Colorado Convention Complex, Denver, (303) 831-1722

Feb. 26-March 1 — Edmonton International Auto & Truck Show, Edmonton Northlands Agricom Complex, Exhibition Grounds, Edmonton, Alberta, (403) 468-5047

Feb. 26-March 1 — Rochester International Auto Show, Rochester Convention Center, Rochester, N.Y., (716) 272-7232

Feb. 26-March 1 — Greater Toledo Auto Show, Seagate Center, Toledo, Ohio, (419) 843-2611

Feb. 29-March 8 — Greater Minneapolis and St. Paul Auto Show, Minneapolis Convention Center, Minneapolis, (612) 831-8019

March 9-15 — Quebec International Auto Show, Laval University, Quebec, (418) 624-2290 or (418) 683-1991

March 11-15 — Atlanta Journal-Constitution International Auto Show, Georgia World Congress Center, Atlanta, (617) 536-8152

March 11-15 — Calgary International Auto & Truck Show, Round Up Centre, Stampede Park, Calgary, Alberta, (403) 287-3893

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.

In addition to the rebates on retail purchases listed here, Chrysler Corp. offers rebates under its Gold Key Plus Program. The rebates, which expire Dec. 31, are $250 to $2,000 on 1992 models and $150 to $1,975 on 1992 models.

1992 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$750
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit, Colt	$500
Shadow America	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit	$500
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser, Colt hatchback	$500
Sundance America	$300
1990-91 models	
Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ram van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500
Dodge Shadow convertible (1991)	$2,000
Chrysler LeBaron sedan (1991-92), Plymouth Acclaim (1991-92), Dodge Spirit (1991-92)	$1,500
Dodge Shadow/Plymouth Sundance (1991-92)	$1,000
All minivans (1991-92)	$1,000
Dodge Dakota (1991-92)	$1,000

13 states in Northeast sales zone, expires Dec. 20. Replaces all national rebates on 1992 models in those states. National rebates continue on 1991 models not listed here. Interest rates in lieu of rebates range from 0 to 9.9 percent.

FORD MOTOR CO.

1992 models	
Expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.	
Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast

**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 models	
1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.	
Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000

*Aerostar — $1,000 or 7.9 percent loan in Northeast.

GENERAL MOTORS

Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models	
Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models	
Cadillac All models except Allante (expires Dec. 31)	$2,000
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

HYUNDAI

49 states (expires Jan. 3)	
Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000
California only (1991 models, expires April 2)	
Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 3)	
All 1991 models if trade is a 1986-90 Hyundai	$1,000

MAZDA (expires Jan. 3)

Navajo (1991)	$1,000
Trucks (1992)	$1,000

MITSUBISHI (expires Dec. 31)

California (1990-91) Precis	$500
Hawaii (1990-91) Galant	$1,500
Eclipse	$750
Mirage	$500
Pickups, Montero	$750-800

ROLLS-ROYCE/BENTLEY (1991 models; expires Dec. 31)

All models	Company pays U.S. luxury tax

SUBARU (expires Jan. 3)

Legacy L and L Plus (1992)	$500
Loyale (1991-92)	$500
XT, XT-6 (1991)	$2,000

SIA plant hikes Isuzu production

LINDSAY CHAPPELL
Staff Reporter

American Isuzu Motors Inc. will receive more trucks from its U.S. assembly plant.

Subaru-Isuzu Automotive Inc. in Lafayette, Ind., is accelerating production of Isuzu pickups and Rodeo sport-utilities, planning to reach 7,000 a month by January.

In October, the plant built 6,706 trucks, up from 5,283 in September, but November and December will be lower because of holidays.

The current dealer body is expected to handle the extra production. This year, the 595 dealers have been selling about 5,100 pickups and Rodeos a month, including imported versions.

"We're confident about the increase," said Jack E. Reilly, American Isuzu chairman. "We're looking for the market to begin opening up in the spring. It's an election year. It has to happen."

Reilly predicted a moderate upturn in U.S. car and light-truck sales next year, to 12.5 million. That would be an increase of about 2 percent over projected 1991 calendar-year sales. Isuzu sales rose 0.9 percent in the first 10 months of this year. The company sold 92,937 vehicles, 870 more than in the same period last year.

The company forecasts sales of 120,000 cars and trucks next year.

American Isuzu has new marketing plans on tap for the first of the year. The specifics of those plans have not been revealed to dealers.

The company plans to scale back its U.S. car sales effort by withdrawing from national advertising to focus on a few key regions. Company officials believe that will enable Isuzu to allocate more marketing resources to national truck sales next year.

Reilly predicted that pickup sales will outpace Rodeo sales next year as they have this year. He said production at the Indiana plant will be split 55 percent pickups and 45 percent Rodeos.

Reilly said a recent in-house survey disclosed that 71 percent of the nation's Isuzu dealers are profitable, compared to about 73 percent last year at this time.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	11/25	
Dodge Monaco		380
Eagle Premier		1,005
Pillette Road (Windsor, Ontario)	11/25, 12/2	
Dodge Ram Van		1,510
Dodge Ram Wagon		450
Sterling Heights, Mich.	11/25	
Dodge Shadow		1,900
Plymouth Sundance		1,700
Toledo, Ohio	11/25	
Jeep Cherokee		4,270
Jeep Comanche		100
Jeep Briarwood		40
FORD		
Atlanta	11/25	5,000
Ford Taurus		
Mercury Sable		
Lorain, Ohio	11/25	5,600
Ford Thunderbird		
Mercury Cougar		
Oakville, Ontario	11/25, 12/2	4,800
Ford Tempo		
Mercury Topaz		
Wayne, Mich.	11/25	5,800
Ford Escort		
GENERAL MOTORS		
Janesville, Wis.	11/25	
Chevrolet med. duty chassis		220
GMC med. duty chassis		360
Detroit	11/25	
Chevrolet commercial RV		150
GMC commercial RV		270
Oshawa, Ontario (No. 2)	11/25	
Buick Regal		3,220
Total U.S. car		20,000
Total Canada car		9,405
Total U.S. truck		5,410
Total Canada truck		1,960
Total units lost week of 11/25		36,775

Source: Automotive News Data Center

GM prepares $750 million non-voting stock offering

WASHINGTON — General Motors is seeking federal approval to sell $750 million in preference shares that cannot be converted into common stock.

In a filing with the Securities and Exchange Commission, GM sought approval to sell 7.5 million shares of the stock from time to time, in a shelf offering.

GM said the proceeds from the sale would be used for "general corporate purposes."

Shelf offerings give corporations flexibility to take advantage of market conditions while saving money on costly Securities and Exchange Commission registration requirements. A company can register its securities in advance and keep them "on the shelf" for up to two years before actually selling. As as long as the company files annual and quarterly reports and meets other routine Securities and Exchange Commission disclosure requirements, it can enter the market when conditions are favorable.

GM, like other automakers, is trying to raise money through a number of channels as the Big 3 struggle through their second year of slumping sales.

The companies also have cut costs, laid off workers, closed factories and offered vehicle incentives in order to shore up their balance sheets.

GM gave no details on how it would use the proceeds from the sale or about the selling price, saying only that the stock would be sold "in amounts at prices and on terms to be determined at the time of sale."

— *The Associated Press*

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 11/18-11/23/91	Actual 11/11-11/16/91	11/1-11/23/91	Year 1/1-11/23/91	Year 1/1-11/24/90
LeBaron A	0	0	0	0	8,071
LeBaron J	1,000	1,149	3,405	24,378	47,387
New Yorker	750	680	2,424	11,527	33,478
Fifth Avenue	1,625	1,710	4,996	32,324	33,705
Imperial	250	242	772	8,246	17,654
Town & Country (trk.)	250	332	1,020	5,005	2,200
Total Chrysler	**3,875**	**4,113**	**12,617**	**81,481**	**142,495**
Horizon	0	0	0	0	4,327
Sundance	0	1,874	3,966	56,891	80,470
Acclaim	2,250	2,116	6,605	74,384	108,492
Voyager (trk.)	1,850	1,793	6,351	89,482	75,171
Voyager (Can. trk.)	2,250	1,875	6,522	99,762	91,391
Total Plymouth	**6,350**	**7,858**	**23,444**	**320,518**	**359,851**
Omni	0	0	0	0	4,078
Daytona	0	881	1,941	9,798	30,977
Shadow	0	2,162	4,609	63,876	88,352
Dynasty	2,250	2,375	7,278	107,611	110,394
Spirit	1,500	1,721	5,502	70,824	95,765
Monaco (Can.)	0	0	0	8,477	9,744
Caravan (trk.)	2,625	2,792	9,115	105,985	82,227
Caravan (Can. trk.)	3,766	3,266	10,991	134,828	113,661
Caravan C/V (trk.)	50	105	294	3,389	4,171
Caravan C/V (Can. trk.)	94	72	261	13,346	6,511
Dakota (trk.)	2,750	2,994	9,649	92,665	96,285
Ram pickups (trk.)	1,450	1,484	4,572	67,953	94,372
Ram Wagon (Can. trk.)	0	346	804	17,031	19,898
Ram Van (Can. trk.)	0	1,193	2,670	37,858	52,947
Total Dodge	**14,485**	**19,391**	**57,685**	**733,643**	**779,382**
Premier (Can.)	0	0	0	8,911	11,305
Cherokee (trk.)	0	4,249	9,409	137,578	143,427
Comanche (trk.)	0	447	600	5,105	8,847
Grand Wagoneer (trk.)	0	0	0	1,539	6,074
Wagoneer (trk.)	0	85	165	2,538	3,656
Wrangler (Can trk.)	1,590	1,636	5,128	58,203	53,509
Total Jeep-Eagle	**1,590**	**6,417**	**15,302**	**213,874**	**226,818**
Total U.S. car	**9,625**	**14,910**	**41,497**	**458,860**	**663,150**
Total Can. car	**0**	**0**	**0**	**17,388**	**21,049**
Total U.S. truck	**8,975**	**14,281**	**41,174**	**511,239**	**486,430**
Total Can. truck	**7,700**	**8,388**	**26,376**	**361,029**	**337,917**
CHRYSLER CORP.	**26,300**	**37,579**	**109,048**	**1,349,516**	**1,508,546**
Escort	0	5,783	5,783	173,866	234,181
Mustang	0	0	474	76,000	124,385
Tempo	0	2,541	5,667	100,567	115,849
Tempo (Can.)	3,261	3,195	6,456	97,151	101,119
Taurus	3,334	6,587	18,100	292,226	305,805
Thunderbird	0	2,730	2,730	66,898	102,416
Crown Victoria (Can.)	1,938	0	2,362	80,416	111,261
Aerostar (trk.)	4,000	0	8,792	157,299	190,384
Bronco (trk.)	0	0	786	17,492	44,029
Explorer/Bronco II (trk.)	7,682	6,347	21,794	259,340	189,043
Navajo (trk.)	290	271	837	10,874	7,080
Econoline (trk.)	2,204	2,204	9,385	129,691	159,290
Heavies (trk.)	0	990	1,196	28,619	45,441
Light trucks (trk.)	5,989	4,114	21,963	300,855	409,516
Light trucks (Can. trk.)	2,912	0	6,222	86,949	125,480
Ranger (trk.)	7,212	4,181	14,564	249,397	265,561
Total Ford Div.	**38,822**	**38,943**	**127,113**	**2,127,639**	**2,530,848**
Topaz	0	1,665	3,432	42,957	43,296
Topaz (Can.)	1,438	1,269	2,707	32,612	36,796
Cougar	0	1,590	1,590	49,119	67,566
Sable	1,840	3,583	9,752	100,100	94,012
Grand Marquis (Can.)	2,788	0	3,324	91,091	104,870
Total Mercury	**6,066**	**8,107**	**20,805**	**315,879**	**346,540**
Continental	947	179	1,331	48,081	53,915
Mark VII	196	36	268	8,463	17,191
Town Car	2,854	541	3,880	113,839	134,703
Total Lincoln	**3,997**	**756**	**5,479**	**170,383**	**205,809**
Total L-M Div.	**10,063**	**8,863**	**26,284**	**486,262**	**552,349**
Total U.S. car	**9,171**	**25,236**	**53,008**	**1,072,117**	**1,293,319**
Total Can. car	**9,425**	**4,464**	**14,849**	**301,270**	**354,846**
Total U.S. truck	**27,377**	**18,187**	**79,318**	**1,153,566**	**1,310,344**
Total Can. truck	**2,912**	**0**	**6,222**	**86,949**	**125,480**
FORD MOTOR CO.	**48,885**	**47,806**	**153,397**	**2,613,901**	**3,083,189**
Skylark	2,510	1,928	6,740	53,164	86,861
Century	2,791	2,809	9,854	91,486	60,327
Regal (Can.)	3,000	3,045	9,827	117,777	92,711
Riviera	403	323	1,124	8,852	20,155
Park Avenue/Electra	1,744	1,743	5,913	86,526	56,981
LeSabre	3,500	3,341	12,142	96,322	146,665
Roadmaster Sedan*	1,696	1,636	5,207	41,119	0
Roadmaster Wagon†	400	412	1,198	13,997	4,022
Reatta	0	0	0	1,210	5,277
Total Buick	**16,044**	**15,237**	**51,005**	**510,452**	**472,999**
Eldorado	827	666	2,350	13,207	19,345
Seville	896	734	2,562	23,548	31,238
Brougham	728	701	2,234	20,204	28,918
DeVille	3,718	3,730	11,863	143,894	150,276
Allante	59	60	188	2,704	3,290
Total Cadillac	**6,228**	**5,891**	**19,197**	**203,556**	**233,067**
Cavalier	5,300	5,754	17,930	230,358	323,891
Camaro	1,416	1,412	4,512	50,437	66,740
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	5,811	5,928	17,637	218,784	254,459
Lumina (Can.)	6,500	6,613	21,127	223,949	205,526
Caprice	2,656	2,603	8,122	118,681	187,952
Corvette	480	455	1,508	19,078	21,226
Astro (trk.)	3,350	3,352	10,668	96,043	119,734
Blazer (trk.)	0	180	347	6,517	14,316
Lumina APV (trk.)	1,552	1,473	4,956	46,059	74,989
Mediums (trk.)	0	159	475	2,465	9,141
P-Model (trk.)	0	486	1,064	17,560	20,099
Pickups (trk.)	7,190	7,471	23,197	271,449	367,117
Pickups (Can. trk.)	4,000	4,062	12,904	133,989	154,592
S10 (trk.)	5,573	5,648	18,118	239,473	221,050
S10 Blazer (trk.)	3,446	3,370	10,546	50,314	77,110
Sportsvan (trk.)	1,330	1,203	4,157	40,970	53,360
Sportsvan (Can. trk.)	1,600	1,638	5,154	50,945	42,838
Suburban (trk.)	600	334	1,214	22,454	57,865
Total Chevrolet	**50,804**	**52,141**	**163,635**	**1,839,524**	**2,282,324**
Achieva/Calais	400	152	583	35,201	94,554
Cutlass Ciera	3,693	3,672	11,687	97,772	61,515
Cutlass Ciera (Can.)	0	0	0	41,161	71,995
Cutlass Supreme	2,400	2,399	7,701	96,031	87,260
Toronado	237	182	670	5,073	13,977
Eight Eight	2,273	2,254	−8,504	82,483	94,921
Custom Cruiser Wag.††	160	154	471	7,690	1,223
Ninety Eight	1,482	1,470	4,730	69,925	38,381
Silhouette (trk.)	467	469	1,503	18,984	27,929
Bravada (trk.)	282	317	908	13,240	417
Total Oldsmobile	**11,394**	**11,069**	**36,758**	**469,560**	**492,172**
Sunbird	2,575	2,759	8,679	107,774	151,309
Grand Am	4,588	4,589	15,530	127,205	200,030
Firebird	584	588	1,888	19,626	38,956
Grand Prix	3,360	3,361	11,080	104,000	106,648
Pontiac 6000	0	0	0	19,603	48,556
Bonneville	2,818	2,805	9,455	76,524	69,127
Trans Sport (trk.)	983	1,015	3,139	28,727	40,912
Total Pontiac	**14,908**	**15,117**	**49,771**	**483,459**	**655,538**
Yukon/Jimmy (trk.)	0	69	125	2,038	4,348
Mediums (trk.)	0	483	846	4,884	9,306
P-Model (trk.)	0	44	78	2,049	2,631
Pickups (trk.)	2,762	2,365	8,469	109,601	128,546
Pickups (Can. trk.)	1,400	1,437	4,524	49,458	57,333
Sydone/Sonoma (trk.)	1,192	1,120	3,797	54,459	49,316
Typhoon/S15 Jimmy (trk.)	1,247	1,307	3,874	18,034	25,101
Safari (trk.)	1,112	1,105	3,573	37,658	41,600
Suburban (trk.)	300	303	700	17,756	27,872
Vandura (trk.)	585	419	1,591	17,758	19,500
Vandura (Can. trk.)	650	661	2,045	20,919	16,692
Total GMC	**9,248**	**9,313**	**29,622**	**334,614**	**382,245**
Total Saturn*	**2,644**	**2,644**	**8,451**	**88,386**	**5,691**
Total U.S. car	**62,149**	**61,264**	**199,524**	**2,172,784**	**2,480,771**
Total Can. car	**9,500**	**9,658**	**30,954**	**382,886**	**390,551**
Total U.S. truck	**31,971**	**32,692**	**103,344**	**1,118,490**	**1,392,259**
Total Can. truck	**7,650**	**7,798**	**24,627**	**255,311**	**271,455**
GENERAL MOTORS	**111,270**	**111,412**	**358,449**	**3,929,471**	**4,535,036**
Can. car	2,400	2,400	7,649	99,939	41,452
Can. trk.	1,300	1,300	4,353	48,542	45,647
CAMI*	**3,700**	**3,700**	**12,002**	**148,481**	**87,099**
DIAMOND-STAR*	**3,530**	**4,189**	**11,962**	**140,567**	**137,898**
Civic	2,175	2,030	6,820	75,518	94,620
Civic (Can.)	1,620	877	4,531	92,950	95,115
Accord	8,080	8,241	25,999	335,312	303,179
Total U.S. car	**10,255**	**10,271**	**32,820**	**410,830**	**397,799**
Total Can. car	**1,620**	**877**	**4,531**	**92,950**	**95,115**
HONDA	**11,875**	**11,148**	**37,351**	**503,780**	**492,914**
HYUNDAI Sonata (Can.)	**634**	**1,024**	**2,545**	**24,329**	**23,240**
MAZDA*	**3,942**	**3,958**	**12,707**	**150,294**	**164,205**
U.S. trk.	1,695	1,689	3,720	58,115	65,580
Can. trk.	165	161	326	6,077	7,806
NAVISTAR	**1,860**	**1,850**	**4,046**	**64,192**	**73,386**
Sentra	2,930	2,864	9,247	120,712	85,573
Pickup (trk.)	2,842	2,802	9,046	121,105	127,851
NISSAN	**5,772**	**5,666**	**18,293**	**241,817**	**213,424**
Geo Prizm	1,850	1,936	6,126	82,363	92,480
Toyota Corolla	2,400	2,427	7,812	95,066	93,603
Toyota Hilux (trk.)	225	229	645	1,539	0
NUMMI	**4,475**	**4,592**	**14,583**	**178,968**	**186,083**
Legacy	1,290	1,330	4,142	52,242	29,552
Pickup (trk.)	550	566	1,741	24,041	0
Rodeo (trk.)	1,130	1,156	3,424	28,369	0
Total U.S. car	**1,290**	**1,330**	**4,142**	**52,242**	**29,552**
Total U.S. trk.	**1,680**	**1,722**	**5,165**	**52,410**	**31,797**
SUBARU-ISUZU	**2,970**	**3,052**	**9,308**	**104,652**	**61,349**
Camry	4,400	4,944	14,385	189,835	199,337
Corolla (Can.)	1,500	1,500	4,822	60,600	55,075
TOYOTA	**5,900**	**6,444**	**19,207**	**230,435**	**254,412**
VOLVO 740, 940 (Can.)	**150**	**120**	**450**	**7,001**	**7,649**
AM GENERAL (trk.)	**375**	**375**	**1,200**	**18,590**	**20,180**
MISCELLANEOUS (trk.)**	**2,500**	**2,500**	**8,000**	**122,520**	**134,400**
Total U.S. car	**111,542**	**133,328**	**393,231**	**4,926,580**	**5,637,597**
Total Canada car	**25,279**	**20,043**	**65,000**	**986,363**	**988,177**
Total U.S.-Canada Car	**136,821**	**153,371**	**459,031**	**5,912,943**	**6,625,774**
Total U.S. truck	**77,840**	**74,367**	**251,012**	**3,157,574**	**3,569,821**
Total Canada truck	**19,727**	**17,647**	**61,995**	**757,968**	**788,305**
Total U.S.-Canada truck	**97,367**	**92,044**	**313,517**	**3,915,483**	**4,357,126**
TOTAL U.S.	**189,182**	**207,725**	**644,843**	**8,084,154**	**9,206,418**
TOTAL CANADA	**45,006**	**37,690**	**127,705**	**1,744,272**	**1,776,482**
TOTAL U.S.-CANADA CAR & TRUCK	**234,188**	**245,415**	**772,548**	**9,828,425**	**10,982,900**

*Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

8 million is a late arrival

ANNE E. WRIGHT
Chief Statistician

U.S. automakers assembled their eight-millionth vehicle last Wednesday, more than one month behind 1990 and two months behind 1989.

U.S. automakers trail 1990's year-to-date tally by 12.6 percent while truckmakers are down 11.5 percent.

In Canada, light-vehicle production trails 1990 by a mere 1.8 percent. Cars are just about even with 1990, off 0.2 percent, and trucks are down 3.9 percent.

The Big 3 continue to idle plants in the United States and Canada due to poor sales.

This week, workers at seven U.S. plants will be given an early Thanksgiving holiday, and four plants in Canada will be closed.

General Motors idles the Oshawa, Ontario (No. 2), car facility where the Chevrolet Lumina and the Buick Regal are produced.

GM plants down for a second week are the Janesville, Wis., and Detroit truck plants.

Ford Motor Co. extended the downtime one week at the Atlanta and Oakville, Ontario, car facilities. Plants down for a second week are the Lorain, Ohio, and Wayne, Mich., car plants.

Chrysler Corp. has extended the shutdown one week at the Bramalea, Ontario, car plant and two weeks at the Windsor, Ontario (Pillette Road), truck plant. The Sterling Heights, Mich., and Toledo, Ohio, facilities also are closed.

Last week's U.S. car and truck production was up 45.0 and 57.3 percent, respectively, over 1990. The 1990 work week was shortened by the Thanksgiving holiday.

Canadian carmakers' scheduled production last week was up 26.1 percent over the prior week but down 2.6 percent from the year-ago week.

Canadian truckmakers' scheduled assembly last week was up 11.8 percent over the prior week and 36.6 percent over the year-ago week.

Ford scheduled daily and Saturday overtime last week at the Kansas City, Mo., and Louisville, Ky., truck plants.

General Motors scheduled Saturday overtime at nine plants last week.

Slated for two shifts were: the Wilmington, Del.; Lansing, Mich. (C); Lansing, Mich. (M), car plants and the Moraine, Ohio, and Tarrytown, N.Y., truck plants. Facilities scheduled for one shift were the Lordstown, Ohio; Scarborough, Ontario; and Oshawa, Ontario, truck plants and the Oshawa, Ontario (No. 1), car plant.

Chrysler Corp. continues to run daily and Saturday overtime at the St. Louis (No. 2) minivan assembly facility.

Nissan Motor Manufacturing Corp. U.S.A.'s Smyrna, Tenn., plant scheduled daily overtime last week on both shifts.